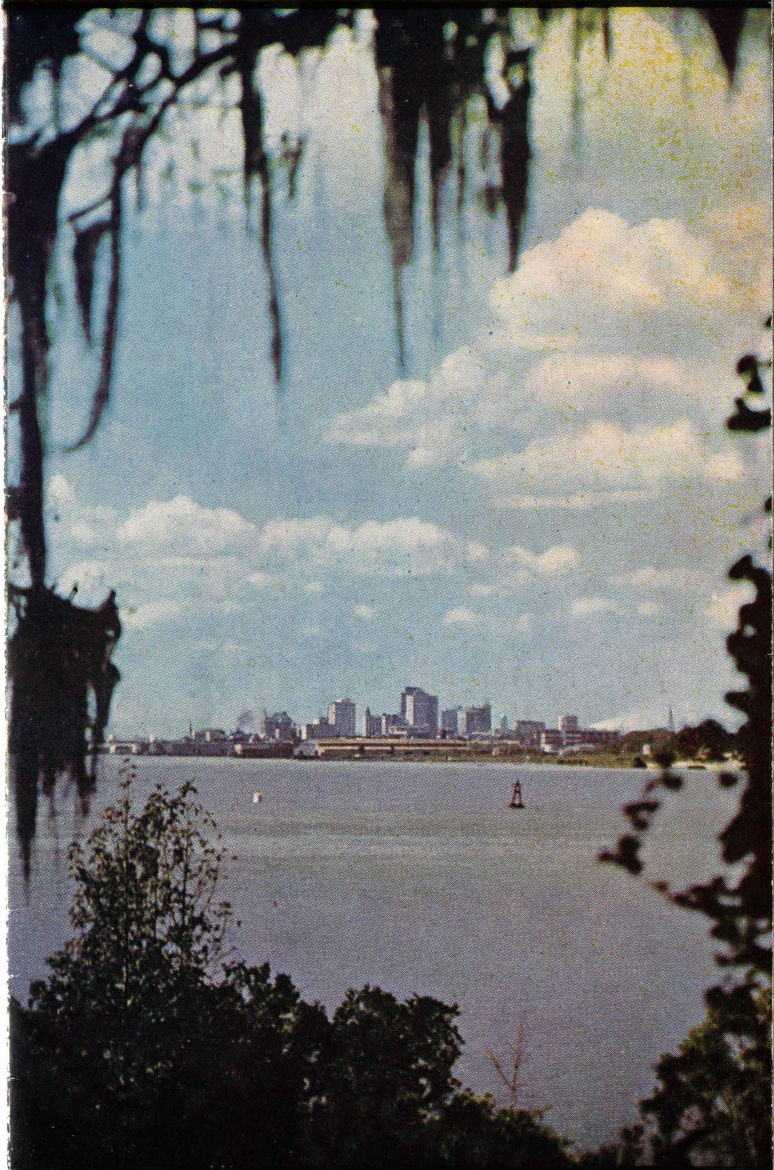




COLORFUL ★ KEY ★ CENTER
FOR ★ DEFENSE ★ ACTIVITIES

JACKSONVILLE

Florida



A Friendly City of Endless Charm

Enjoy the *Colorful* Pleasures of this Famous Resort City...

Accept this cordial invitation to visit a sunny playland, rich in opportunity for sports, rest and relaxation; bright with the gaiety that springs from a thousand varied enjoyments; athrob with the pulse-beat of industry and growing sea, rail, highway and air-borne commerce; and purposefully busy with the exciting, exacting demands of two great national defense projects . . . the new \$25,000,000 United States Naval Air Base and Camp Blanding where 40,000 National Guard troops will receive their Federal training for military service.

Here, at any season, is everything you can ask of a Florida vacation. The winter climate is like the

North's Indian Summer. Cool sea breezes make summer days and nights unbelievably pleasant.

Florida's finest golf awaits you on five well-kept courses, one of them, the famous Ponte Vedra Links ranking among the six best in America.

You'll be thrilled by the matchless beach, 600 feet wide at low tide and firm enough for motoring along a shining 30 mile crescent.

Lovely Oriental Gardens and innumerable scenic and historic spots in the city and its surrounding countryside will give you unforgettable memories of quaint or picturesque natural charm and beauty.

If you love to fish, there's excellent deep-sea, surf, jetty and pier fishing year-around; superb black bass fishing and good hunting almost at your doorstep in season. So bring your fishing tackle.

Jacksonville has numerous playgrounds, tennis courts and two municipally-owned swimming pools and a tourist center with recreation facilities situated at municipally-owned Radio Station WJAX. Hotels, stores, shops, theaters and night clubs and other entertainment spots are excellent.

You spend less time and money for tedious travel and have more of both for pleasure when you make Jacksonville your Florida headquarters. This gracious, friendly city is a day closer to your home.

For further information write:

**TOURIST AND CONVENTION BUREAU
HEMMING PARK ★ JACKSONVILLE, FLORIDA**



Tourist information headquarters—Hemming Park



Historic Stowe Lodge



Caught in Jacksonville's waters



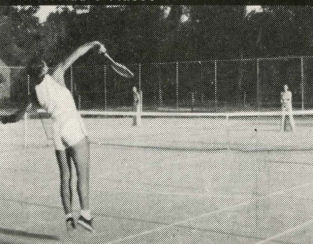
Sailing Thrills



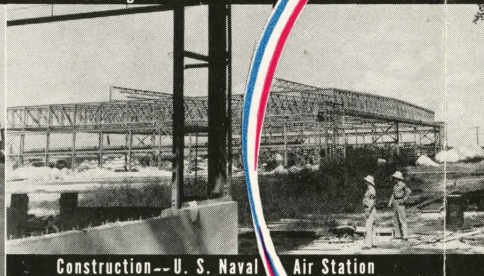
Afield for Quail



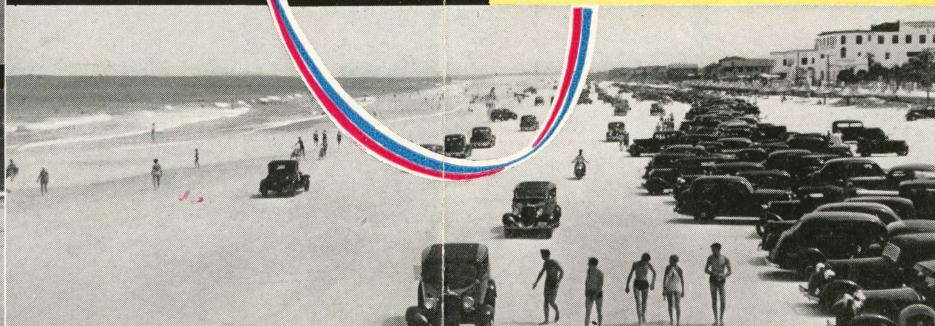
Florida's Finest Golf



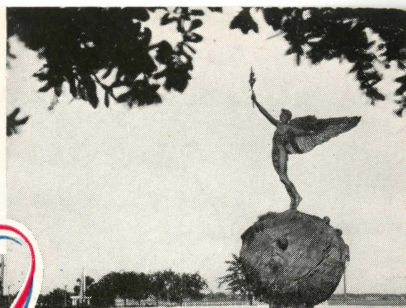
Tennis Year-around



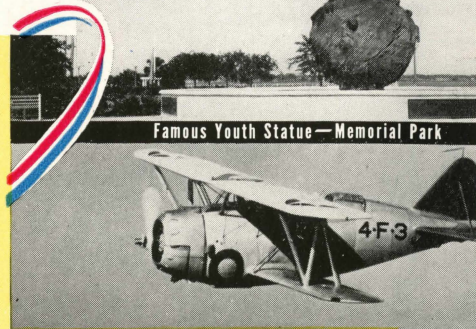
Construction--U. S. Naval Air Station



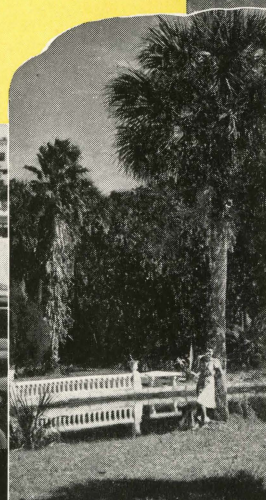
World's widest, whitest Beach . . . 600 feet wide at low tide



Famous Youth Statue—Memorial Park



Official
U. S. Navy
Photo



**Miles
from
Hemming
Park**

**Miles
from
Hemming
Park**





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Scene in lovely Oriental Gardens, a floral fairyland
filled with thousands of rare flowers and plants